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Column One David Courtney

HOME if you listen carefully you will hear the sound of war's ending; the scratching of pens on parchment and the piling of arms, footsops turned the other way, going back to the shelves where they belong and how searched their fields. There is no war anywhere. There is no real peace either; but now that there is no war, there is at least a better chance of real peace. From all accounts that is how people are beginning to feel in Europe and when people begin to feel that way the politicians and the soldiers may pick up the habit.

THERE are, of course, "trouble-spots" left over: Persia, Tunisia, Egypt, the Israel-Arab frontier, Tunisia; but before very long, Persia's and Egypt's quarrels with the West will have been patched up; and if M. Mendes-France's task in Tunisia is not too great, he should be able to get it straightened out. Tunisia should give way to a fair settlement. It is surprising what a statement of vigor and courage can do and the odd thing is, M. Mendes-France is a fair example, that he seems better able to do it when he is without benefit of party machine and self-interest than when he is not.

THE great thing about the Indo-China settlement is that it has ended a bad war, which might easily have become a worse one. But almost as great is the confidence that the settlement has had on the minds of people all over the world. Part of Europe's high spirits is due to the fact that Geneva has raised the prestige of the United Nations. The settlement has had on the minds of people all over the world. Part of Europe's high spirits is due to the fact that Geneva has raised the prestige of the United Nations. The settlement has had on the minds of people all over the world. Part of Europe's high spirits is due to the fact that Geneva has raised the prestige of the United Nations.

THE question is whether M. Mendes-France can keep that talk for his next task, which is a settlement in Tunisia, hard as it may prove to be, will not be as hard as the job he has set himself, and cannot evade, of reorganizing on an equitable and rational basis the internal economy of France. If he has a good plan and can keep the support of the Socialists and the bulk of the Radicals he may not do it. It is necessary to the French people have seen a good plan and can keep the support of the Socialists and the bulk of the Radicals he may not do it. It is necessary to the French people have seen a good plan and can keep the support of the Socialists and the bulk of the Radicals he may not do it.

DET let us be thankful for the morose already arrived and those in sight. There is no war anywhere and a fair chance that some of the threats of war will be turned aside. Everything depends on whether Europe's reconverted statesmanship can keep the peace it has not itself. There is, of course, no optimism as yet. It is necessary to the French people have seen a good plan and can keep the support of the Socialists and the bulk of the Radicals he may not do it. It is necessary to the French people have seen a good plan and can keep the support of the Socialists and the bulk of the Radicals he may not do it.

Jerusalem, July 22.

Zionist Council Centres On US Jewry's Tasks

The close of the general debate at the evening session of the Zionist Council in Jerusalem last night revealed a difference in emphasis between the two leaders of the Jewish Agency who wound up the discussion. Dr. Nahum Goldmann, Chairman of the Executive in New York, held that while Zionist education was necessary, it was not the only way to build a living bridge between Israel and that community. Furthermore, Israel could not wait without help from the free countries.

This is a small country, said Mr. Locker. It could be put down and completely lost in America. But in spite of that it was emergency and could not wait to be settled. Weapons would not save us; our enemies were also receiving weapons and time was working against us.

It had been said that youth would make its own decision to immigrate. That was true, but Zionists had a holy duty to prepare youth for immigration by the right kind of education. As far as money for this purpose was concerned, Dr. Goldmann had raised the question, he would say that just as the Israel Government takes its citizens to extract every penny so the Jews abroad must use every possible means to get from the communities what was needed for the full implementation of Zionist goals.

Before Dr. Goldmann and Mr. Locker summed up, Rabbi Irving Miller, Chairman of the American Zionist Council, said that the Zionist Council, which represented all American Zionist parties, had demonstrated its strength in influencing America to give Israel the Grant-in-Aid. It had demonstrated its strength even more when the Grant was cut.

American Zionists have fought the State Department's policy many times. If their efforts have declined, it is not because they had a change of heart, but because the Movement has declined.

Mr. Locker who followed took up Dr. Goldmann's challenge. It was true, he said, that American Jewry would find its own path, but we had the inescapable duty of trying to hasten the move towards a full Zionist programme. Dr. Goldmann said he would not say too lightly. Zionists had always broken their heads just in trying to grapple with problems of this difficulty and magnitude.

Dr. Margoshes had said, continued Mr. Locker, that what was happening in American Jewry was a "transformation."

(Continued on Page 2, Col. 2)

That may be true, said Mr. Locker, but in the process of transformation large sectors of American Jewry might be lost by attrition.

Immigration from the United States was necessary for two reasons. It would act as a bar to assimilation. It was the only way to build a living bridge between Israel and that community. Furthermore, Israel could not wait without help from the free countries.

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Nasser Warns Of 'Explosion' On Israel Border

CAIRO, Thursday (Reuters).—The Egyptian Premier, Colonel Gamal Abdul Nasser, said here today that if "Israel aggression" did not cease, and if Israel failed to comply even with the repeated U.N. decisions, the situation in the Near East would be liable to explode.

Colonel Nasser was speaking at a mass meeting on the occasion of the second anniversary of the Nagib coup.

He said that such an explosion would be "far less of a loss to the Arabs than the loss to the Arabs of the people of Israel who are responsible for keeping her alive."

Colonel Nasser called on the U.N. "to do something in earnest for the execution of its decisions which Israel has trampled underfoot."

He said that the efforts of Egypt have been exhausted in the question of the Suez Canal, but this has never deterred Egyptians from participating in all efforts for the freedom of all borders.

The Premier stressed that Egypt offered her friendship only to those who recognized her right to be a free country. He made no mention whatsoever of the current Anglo-Egyptian talks on the Suez Canal.

The lavish festivities are to last three days.

UK Protests Egypt's African Propaganda

CAIRO, Thursday (Reuters).—Sir Ralph Stevenson, the British Ambassador, last night protested to the Egyptian Foreign Minister, Mr. Mahmoud Fawzi, against the Egyptian propaganda in the Swahili language.

At the half-hour meeting, Sir Ralph also gave Mr. Fawzi a copy of a letter to the British Government protesting against the Egyptian propaganda in the Swahili language.

The meeting was held in the presence of Mr. Fawzi's secretary, Mr. T. D. Richards, and the Jewish people, Mr. Ya'akov Kahan and Mr. Avraham Regev.

After the meeting, the audience gathered at Blialik's grave in the Old Cemetery in Rehov. Mr. D. Blialik, brother of the national poet.

Talks on Charter To End Today

Final discussions on the Charter to be given by the Israel Government to the Jewish Agency will take place this morning when a special committee of five Ministers meets with representatives of the Jewish Agency. Dr. Nahum Goldmann will take place in Rehov. Dr. Goldmann said.

Unless fundamental differences arise at this meeting, the committee of Ministers will be empowered to put the finishing touches to the Charter and present it to the Cabinet for approval at its meeting on Sunday, Dr. Goldmann said.

A decision regarding the "double shofar" must be taken at the present meeting of the Zionist Executive, if it is to apply to the Zionist Congress which is slated to take place in August 1965, Dr. Goldmann asserted.

Austria has not shown a "strong enough desire" to satisfy our reparations claims, Dr. Goldmann revealed. However, Israel's claims against Austria are not large and Austria could be asked to compensate the refugees that Israel has absorbed. Talks with the Austrian government have been postponed until October and no agreement was reached. Dr. Goldmann would be signed, said Dr. Goldmann.

Mendes-France Receives Hero's Welcome in Paris

PARIS, Thursday. — Paris awarded a hero's welcome to its Prime Minister, M. Pierre Mendes-France, today, on his return from Geneva where he kept his self-imposed deadline for achieving an armistice in Indo-China.

The whole Cabinet and service chiefs were among the large throng who greeted M. Mendes-France at the airport. He was cheered by crowds all the way along the 15 kilometers to the centre of Paris.

After a special Cabinet meeting had unanimously approved the Geneva pact, the Premier addressed the General Assembly, where a crowd of 4,000 clamoured for seats in the public gallery.

He announced that France would give South Vietnam, Laos and Cambodia full independence by July 31 and help the three Associated States with arms and other aid to keep them free.

Gratitude to Eden

In his opening remarks, M. Mendes-France expressed his "deep gratitude" for the help he had received at Geneva from the British Foreign Secretary, Mr. Anthony Eden.

After paying tribute to the fallen in Indo-China, the Premier said: "I have no illusions and I ask you all to entertain no illusions about the conditions of the cease-fire agreement. Its terms are cruel, but that is because they reflect what was a cruel situation."

"During my conversations I came to the conclusion that the French forces in Indo-China would have been involved in great peril if no armistice had been concluded."

The end of the war would reduce the amount of dollars France was receiving directly from the American Government. In the future, M. Mendes-France said, France's dollar requirements would have to be obtained by stepping up her exports and this made the recruitment of her economy the more urgent.

Among other points made by the Premier were:

No Change in Europe

"Our European policy has not been changed in any way following the Geneva negotiations, neither openly nor secretly."

France will maintain her economic and cultural contacts with North Vietnam (now to be called the Vietnam).

"I think I can say that on all levels our links with the U.S. have been strengthened during the conversations of July 13 and 14" (with Mr. John Foster Dulles in Paris).

M. Mendes-France concluded his unemotional review of negotiations with this appeal to the Assembly and the nation: "Don't you feel that this country has achieved great things if only a common determination animates all her citizens?" (Reuters, UP)

Bulgaria Blames U.S. For Truce Delay

LONDON, Thursday. — The Soviet Defence Minister, Marshal Bulganin, said in a speech in Warsaw yesterday that the signing of the Indo-China armistice was a direct result of the "right waged for peace" by the Chinese and the Vietnamese delegations.

Marshal Bulganin, who is visiting Poland on the 10th anniversary of her liberation from the Germans, said the armistice might have been achieved much earlier if American diplomacy had not hampered the work of the Geneva conference.

He declared that Russia had to continue producing atom and hydrogen bombs as long as the U.S. did not renounce their use. (Reuters, UP)

SEATO Conference Planned for August

WASHINGTON, Thursday (Reuters). — The U.S., Britain and other non-Communist nations have agreed to call an international conference late next month to draw up a Southeast Asia defensive alliance. The State Department said here today.

An announcement of the meeting is expected shortly.

The agreement was reached, these sources said, after it became certain at Geneva that the fighting in Indo-China would be ended by a negotiated peace.

The U.S. originally proposed that ten nations make up a Southeast Asia treaty organization. They were the U.S., Britain, France, Australia, New Zealand, Thailand, the Philippines and the Indo-Chinese states of Vietnam, Laos and Cambodia.

Under the terms of the Geneva agreement, these last three are bound to neutrality.

Britain wished to include India, Burma and Pakistan.

N. Africa Tension For UN Assembly

UNITED NATIONS, Thursday. — A despatch to the Cairo daily "Al-Ahram" reports that the delegates of the African-Asian group of nations have decided to raise the Tunisian and Moroccan question before the forthcoming session of the General Assembly.

The decision was made at a meeting of the African and Asian delegation which also discussed the tension between Tunisia and the Yemen.

At the meeting, Prince Wan Walthayakon of Thailand, announced his candidature for presidency of the General Assembly. The only other candidate so far, Dr. E.N. Van Kieffene, a former Netherlands Foreign Minister, was thought to have almost no chance.

MOROCCO TERROR

CASABLANCA, Thursday (UP). — A Moroccan shopkeeper was shot and wounded by a terrorist today and a bomb was exploded in the Casablanca suburb of In Paris, meanwhile, the Minister for Tunisian and Moroccan Affairs, M. Christian Fouchet, today met with the Tunisian Premier, Mohammed Mzali, whose resignation last month left a gap which has not yet been filled.

Earlier, M. Fouchet conferred with Tahar Ben Ammar, one of Tunisia's outstanding civil leaders.

AUSTRIA ASKS FOR OCCUPATION TALKS

VIENNA, Thursday (Reuters). — Austrian envoys to the U.S., France and Britain today delivered Notes asking for discussions to be started to ease the occupation of Austria.

The Note proposed that the four High Commissioners should meet with the Austrian representatives in Vienna to discuss measures to be taken, the Foreign Minister, Mr. Leopold Figl, told the Press.

Settlers from Hanita Fired on; None Hurt

NAHARIYA, Thursday. — A hail of bullets from automatic weapons was directed at four settlers from Hanita in Western Galilee while they were riding on a tractor a few hundred metres from their kibbutz at 8 o'clock last night. No one was hit.

The attackers had prepared an ambush near the road leading up to the settlement, and one of them was seen running after the tractor and firing several bursts at it. Dozens of empty cartridges were found this morning. Police trackers and dogs followed the trail of three men to the Lebanese border.

Israel has lodged a complaint on the incident with the Israel-Lebanese Mixed Armistice Commission, which will meet in an emergency session tomorrow.

On Wednesday night 81 metres of irrigation pipes were blown up by a mine near the Gana Strip.

Arab News Agency reports that an Israel army patrol which crossed into the Lebanon on Wednesday kidnapped two Lebanese citizens. Lebanon has protested to the Israel-Lebanese Mixed Armistice Commission.

New Bulgarian Minister Arrives

LYDDA AIRPORT, Thursday. — Mr. Georgi Ruzhnikov, the new Bulgarian Minister, arrived tonight by Cyprus Airways. He said he would continue to foster relations with Israel as his predecessor had done. He added that he did not know yet where or when he would present his credentials.

Among those who met him at the airport was Mr. A.N. Akmer, the Soviet Ambassador.

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WORK AND HOUSING SPELL INDUSTRIAL PEACE

Test of a speech delivered at the recent International Labour Conference in Geneva.

By GOLDA MEYERSON, Minister of Labour

ALTHOUGH my country has been represented at the I.L.O. Conference since our independence, this is the first time that I have had the pleasure of attending and the privilege of addressing this distinguished gathering. Mr. Moros (Director-General of the I.L.O.) touching on several extremely vital problems facing the world to a certain degree that exist in all our countries.

May I be allowed to refer to three of them? I do so, because of the intensity of these in my country and because I should like to place before you some of our experiences in these fields.

Israel has the unique problem of absorption of a very large number of immigrants. Since 1948 our population has grown from 600,000 to 1,700,000. I therefore have to deal with the problem of housing and the problem of employment.

Let me first turn to the problem of housing. It is a problem which is not unique to Israel. It is a problem which is common to all countries which are developing rapidly. It is a problem which is common to all countries which are developing rapidly.

Let me now turn to the problem of employment. It is a problem which is not unique to Israel. It is a problem which is common to all countries which are developing rapidly. It is a problem which is common to all countries which are developing rapidly.

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Above: pouring the concrete for one of the workers' housing projects set up by Shikun Ltd. since the inception of the State. Below: part of the finished project. Photo by Cale

building societies' loans and participation by the people themselves.

It is true that they are not luxurious houses, but our tents are gone and by next summer we will have built for the 12,000 families still in canvas and aluminum huts. There is still need for more housing. The housing problem is not a simple one. It is a problem which is common to all countries which are developing rapidly.

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and that we have received from the I.L.O. Naturally the worker must enjoy the fruits of his efforts in higher productivity. There is a personal interest as well as the interest for the common welfare of the country. He must receive more pay as he must see that the price for consumer commodities produced are lower as a result of his effort. It must be a tripartite gain for the worker, the employer and the consumer.

I should like to make one general observation. The Ministry of Labour in Israel includes vocational training, housing, child welfare and social security. Although this may seem to be a heavy burden—and it is—it is a heavy burden which is necessary to have all these projects in one Ministry.

Legislative Achievements Just one word about our legislative work. One may ask how it is that Israel, facing so many economic problems, not all of which are solved, has succeeded in passing so many laws.

Productivity Institute Our employers, too, co-operate wholeheartedly. The Productivity Institute in which Government, labour and employers participate, though only three years old, has already shown remarkable results in industry, orange picking and packing, and in now also tackling the building trade. The hundreds of joint productivity committees work harmoniously and to the satisfaction of all concerned.

Must Cut Costs Mr. Moros discusses in his Report the extremely important problem of the cost of housing. With all due respect to all those involved in the building trade, I must say that they are more conservative in their trade than in the building trade. It is not that they are not willing to build, but that they are not willing to build in a way that is consistent with the needs of the country.

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Japan Resigned to American Bond

By PATRICK O'DONOVAN

TOKYO, (J.P.N.A.)

SINCE the occupation of Japan ended, that country has been faced with a heavy choice. Its intellectuals debated it with torments of involved emotion. Its students rioted happily for their freedom. Its workers called strikes to make their point of view clear. Now there are clear signs that the decision is being made and the decision does not appear to be for the noise.

Very simply, the alternatives that faced Japan were these: It could accept the status of a sort of latter-day feudatory or junior ally of the United States. Accepted, such a condition brought economic aid which meant the difference between survival and collapse. It also implied an internal independence which was complete so long as no more was made to change the State to a form naturally inimical to the United States.

It implied independence in foreign affairs in such matters as disputing with Australia over pearl fishing rights, and negotiating with Indonesia and the Philippines over war reparations. But it also implied an obligation to approximate to the U.S. line on the major issues which divide the world. It was a trammelling particularly distasteful to a country like Japan.

There was also a state that most other countries — on whichever side their allegiance — had accepted as part of the price of survival in a disturbed world.

The alternative was for Japan to resume her close relationship with the Asian mainland — not this time as a splendid colonial Power, but as an economic adjunct, a manufacturing appendage to a swelling Communist

domestic movement, declare that it is illegal to talk about muting the last man in a 10-arms training, what amounts to basic infantry drills, and serve under military discipline as strict as their unofficial status permits.

Aside from guarding hundreds of millions of dollars worth of U.S. property, the "Blue Legion" has performed valuable service for defence of the country. It has been a valuable service for defence of the country. It has been a valuable service for defence of the country.

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China that really needed little from Japan. This might mean a source of raw materials. It would also mean an end to lavish economic aid. It might mean a chance to earn a national living; and to the young in particular, it offered a more exciting relationship than the former. It would certainly mean a violent change in the nature of the State. A third possibility, that of retiring into something like its pre-Meiji isolation — the isolation of the days before Japan made contact with the West in the last century — and of working her own proud and

lonely way, selling and buying where she could, was simply not feasible in the post-war world.

It was a choice that the vast majority of the nation's people wanted to avoid making. Like millions of others, their supreme ambition was to be left alone. But the controversy and the tension is ebbing away. Now, there are clear signs that the Japanese people — a singularly coherent body — has resigned itself for the foreseeable future, to the U.S. connection and to most of its implications.

The most obvious signs of this lie in an increasing tolerance for the idea of rearmament. This is a major change in a country where only a year or so ago you had to search diligently to find a man who even contemplated defending his country.

It is hard to see quite how it has happened. There is still opposition from the overworking universities and the unions; but these have never been important in Japan. The change in what passes for public opinion is unmistakable. It is not based on suspicion, but on a realistic appraisal of the situation. The change happened first in the quiet men of power and influence who rarely have any direct part in government, and it was passed down almost unconsciously to the mass of the people who have waited for a sort of almost secret leadership. In this sort of act, the Press and the Diet Members tag along somewhere behind it.

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Summer Camp Control Required

By RACHEL DAVIDSON

HERE they come! The group of mothers stumbled across the soft white sand of the beach to greet their lively six and seven-year-olds, among the 100 members of a three-week summer camp who swim, frolic and have fun on the sand in the mornings.

At this camp, "beach time" is also "parents' time" for the Director has found that parents' visits at the camp itself disturb the activities of the closely knit small groups around which the camp schedule is constructed. Parents are welcome to visit the camp, for they have had long conversations with the Director.

They know that the camp surroundings have been carefully surveyed to eliminate all types of hazards and that the grounds will remain under close scrutiny. They know that their children are sleeping in clean, airy bedrooms, enjoying plentiful, well-cooked meals prepared, balanced meals. They know that the camp staff includes experts in first aid, life-saving and cooking in addition to a number of qualified and experienced teachers. And they have been impressed by the Director's enthusiasm for the project and his evident fair for organization. They are sure that three weeks at this particular summer camp will leave their children happy and healthy and will indeed prove a stimulating experience. For this confidence they pay about \$1.5 per child a day.

But should this organization break down in any way, should there be an epidemic as the result of inadequate supervision, a civil court of justice might hold the Director liable. However, the matter would be a very complex one; for we have no legislation governing the establishment and administration of summer camps for children.

Anyone can decide to run a children's summer camp for profit, if he so wishes. No special qualifications are required of him or of staff members: no first aid, swimming or life-saving certificates, no pedagogical background, no training in environmental sanitation or first aid. The camp itself can be established anywhere. Its water supply and swimming facilities need not be regulated authority, either at the central or local government. There is no license to withhold because of malaria-carrying mosquitoes, bilharzia-

BASIC RULES

- 1. If your child is attending a summer camp, be sure that:
- 2. There is a pure water supply.
- 3. The bathing area is safe, the supervising staff is trained in life-saving, and there are suitable swimming regulations.
- 4. Toilet arrangements are clean and adequate (right to use bathroom should be provided for a hot shower at least once a week).
- 5. There is some shade in outdoor activity areas.
- 6. The kitchen is clean and well-ventilated.
- 7. The Camp Director is a man of experience and integrity and is under the supervision of a staff (Non-teaching staff should number about one to every 25 children).
- 8. At resident camps sleeping quarters are airy, dry and not overcrowded. The distance between beds should be at least one meter, and preferably one-and-a-half.

infected snails, or grossly inadequate sewage and garbage disposal. This is true not only of the many private camps (number unknown, of course, since there is no provision for registration), but also of the camps held under the aegis of our youth movements. (Work camps receive the health services of kibbutzim and levetot; but independent projects have no organized facilities).

Ministry of Education Camps are suitably supervised; but day camps (Kupatolim) for malnourished or needy children in certain member of Social Welfare, are left with no medical supervision whatsoever. Clearly, this is an evil which we must remedy at once.

School doctors, worried by the current malnutrition of the result of no medical supervision or even commonsense precautions have begun to agitate for health legislation not only

for resident camps but for all youth excursions. These doctors demand that camps should be licensed and inspected by the Ministry of Health and Education and that:

- 1. All children taking part in a camp or an excursion should first undergo medical examination.
- 2. The camp or excursion should be suited to the age and physical capacities of the children.
- 3. The sites of camps and excursions should be approved by the Ministry of Health.
- 4. Medication should be treated in first aid, and in resident camps the children themselves should receive some rudimentary first-aid instruction.
- 5. The camp should have medical supervision at resident camps.
- 6. The minimum requirements for camps should be established by regulations. (This includes toilet facilities, sleeping quarters, kitchen organization and food inspection, a pure water supply, adequate shade in play areas, etc. A survey to ensure that the kitchen staff is free of communicable diseases).

In the absence of constituent Members of the Knesset under our proportional system of representation, interested parents and citizens should urge legislation upon the Ministry of Health and upon any public body to which they belong, such as the Rotary Club, Jewish Teachers' Associations, Wizo, Working Mothers, Mizrahi Women, and all political parties.



David's (Jerusalem) cousin of actress - black balloons with black and white balloons, black and white balloons, black and white balloons. Photo by Rubinstein

Seesaw Method of Artificial Respiration

CONSIDERING the high rate of drowning fatalities each summer, it is worth drawing attention to a recent method of artificial respiration developed and widely used by the Allied Forces in the last World War. It is successful even in cases of long immersion, because it is based on the principle that the diaphragm - the fleshy, muscular wall that separates the chest from the abdomen - is the real motor of our breathing, and that the lungs merely take in the air on account of the vacuum created by its downward movement.

It has also been established that the diaphragm often becomes paralyzed when a person drowns, and therefore the Schaeffer method of pressure and relaxation along the waist-line is of little avail.

The Allied Forces set up horizontal seesaws made of three-meter boards pivoted on central supports about one meter high. After the water was drained from the patient's lungs, he was strapped face-down on the seesaw and swung up and down slowly - 12 times to the minute.

Gum Smears

WHAT are all these letters about? asked the seven-year-old.

garden notes

"Because the palm and the cedar, being tall of stature, are the righteous discerned a long way off."

The Cook and the Can Opener—1954

(This is the first of a series of three articles on Israel's manufactured food products which are reviewed annually from the consumer's point of view by Mrs. Bar-David.)

Fast Action

SURE enough you've no wish to turn into a household drudge and you won't if you take your cue from housewife SIVA, the quick acting washing powder with the built-in blue and bleach. Fast work with SIVA - you can just see the dirt, even the most stubborn, wash right out. And the snowy white clothesline that follows is a joy to behold.

Should They Sleep So Long?

TO wake them for food or not? Another of the many questions that beset a young mother just out of hospital. You'll be taught how to solve these problems by the kindly doctors and nurses of the "HADAROM" Mother & Child Rest Home, that was specially built for this purpose. Rest and relax at lovely "Hadarom" - register by phoning Rishon to Zion 234 or "Tadmorayak" 66 Allenby Rd., Tel Aviv. There 6282, Popular rates.

Best Friend

YOU couldn't have a better one than a tin of SHELLTOX for all through the hot months. Guaranteed to keep your home free of mosquitoes, flies and all other bothersome creatures that wander in during the summer heat, you can relax your vigil just as soon as you become a regular SHELLTOX fan. It's found on all grocers' shelves - put it on your today's list.

Planning a Garden Party?

WITH BERNHARD coloring of course, and so safely ensuring your role as the perfect hostess. Bernhard's coloring service takes full care of all the little things that keep your guests happy and gives you time to relax. He takes all the drudgery out of party planning, and giving. A call at BERNHARD'S WINE SHOP, Ben Yehuda St., Jerusalem, or Phone 518, will bring you a speedy estimate for everything, including tablecloths, tables and chairs. Tel Aviv affiliate 15 Baker Bagdadov, Phone 5188.

Gentlemen Prefer...

YES, gentlemen too prefer "KLEEN." Actually they prefer shirts, underwear and socks that are fresher, softer and look better - in short - a "KLEEN" wash. Gently, but firmly, "Kleen" soaks up every speck of dirt and leaves them sparklingly white, fresh and soft. "Kleen" not only saves your money by saving so much, it keeps your clothes looking like new, because it contains no alkali.

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Babies—Biggest Industry in U.S.

By ALASTAIR BUCHAN

WASHINGTON (UPI)—

LAST year, 3,500,000 babies were born in the U.S. a record exceeded only by the 1946 figure. It compares with 2,500,000 births in 1938. The birth rate is now running at 23 births per 1,000 of population as against 18 in 1938.

This fact, coupled with rising prosperity and the redistribution of income, has in itself created a enormous new industry. For instance, where 270 million cases of baby food were sold in 1940, this year American mothers are buying 1,500 million. The American toy industry has grown in value in the past 15 years from \$210m. to \$1,000m. a year; the making of babies' furniture has expanded more than 500 per cent.

The high birthrate creates a demand which is felt in every corner of the economy. It is estimated that the American mother spends an average of \$702 on her baby during its first year, from which the milkmaid, the farmer, the chemist, the makers of glass bottles and diapers, all get their share.

It is estimated that there are now twice as many children's shoes in the country as there

were in 1930; and Dr. Benjamin Spock's "Baby and Child Care" - which is the bible of by small households, as it is of many others - has sold more than five million copies.

The experts believe that the birthrate will begin to fall in the next five years because the productive part of the population will decrease as the children of the low birthrate years, the 1930's, grow to maturity. Even if they are right, the effect of having more than 30 million children under nine years of age will continue to exercise a beneficial effect on the economy.

This army of children will be growing up during the next 15 years, and it does now. The children will be growing into their hungry teens, and it is estimated that by 1960 every five acres in the United States must produce as much as six acres today, creating a new boom to farming and the makers of agricultural implements and fertilizers.

It will also have the effect of keeping the large market for new houses steady, as Junior grows up and demands a room of his own. Based largely on the birthrate figures, American experts consider that there will be a demand for at

least 2,400,000 new houses a year for the next decade. And American married couples today are producing larger families than they were a generation ago. In 1938, there were 89 per cent more second children to a family than in 1930, and 58 per cent more third children.

There is, of course, a reverse side to this pleasant picture. The baby boom means serious overcrowding in many areas, particularly where colored people are segregated either by law or economic necessity into the poorer areas, for the colored birthrate is much higher than the white.

Above all, it means a crisis in the educational system. At the moment it is being felt most keenly in the primary schools. This year, for instance, there is a demand for 60,000 new elementary school teachers, whereas the supply of trained teachers will be only 55,000.

There is a similar shortage of buildings. Eventually the crisis will transfer itself to the secondary schools and high schools and finally to the universities. In the meantime, this horde of youngsters constitutes a continuing source of economic strength, little though they may know or care.

AN UNUSUAL FINESSE

IT is a truism that the trump suit is the life-line of most contracts, and it is solidly must be handled with wisdom and care. From the point of view of the defense, it is usually good policy to force a ruff at every opportunity, and this has led to a certain standardization of play.

BRIDGE

West played the king of spades, East hurried to cover with the ace, and South ruffed with the knave.

REMOVAL OF FACE HAIR

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BALLROOM DANCING AT SAVOY

Dancing School, 23 Baker Yona Hazzori, Tel Aviv.

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Buyers' Guide

Don't Blow Your Top

PRETTY good cooking stoves about these days - and not too expensive. So if you're unfortunate enough to have

